

Bradford Picot is a Pillar of the Community

Located on the former site of a private golf club in Charlotte, North Carolina's South End district, SouthEnd Dentistry, owned by Bradford L. Picot, DDS, is a testament to the community he is helping to build. SouthEnd's office is eclectic, chic and borne of love and ambition for its neighborhood. On the walls hang photos, paintings and sculptures from local artists — including the work of some of Picot's close friends — as well as awards Picot has earned from various dental magazines, local newspapers and the Charlotte Chamber of Commerce. During the day, SouthEnd Dentistry offers general and cosmetic dentistry services. In the evenings, the office has been known to moonlight as the host of a local fundraising benefit or a stop on the local art crawl.

Picot decided on a career in dentistry in middle school after his parents arranged for him to shadow a local endodontist and general dentist. He was immediately drawn to the autonomy of owning a practice. "I thought it was amazing that [the endodontist] was able to provide for his family and set his own hours," Picot says.

Picot earned a bachelor's degree in business administration and a Doctorate of Dental Surgery from the University of North Carolina at Chapel Hill as a Morehead Scholar. "I knew I wanted to own my own practice, and the advantages I gained from having a business degree were tremendous," says Picot. Throughout his undergraduate and graduate studies, he gained experience in community health initiatives and advocacy — organizing HIV/AIDS education events with his fraternity and establishing the annual UNC Malawi Dental Project, a program that has sent dental students to southeastern Africa to provide free dental services and community education since 2004.

After dental school, Picot completed a general practice residency at Palmetto Health Richland Memorial Hospital, Columbia, South Carolina, that allowed him to refine his techniques and procedure speed. He next worked as an associate for two years at a general dentistry practice in Charlotte, where he gained experience

working with CEREC and Invisalign and began to develop relationships with community members. Guided by trusted advisors and a vision for his business, Picot opened SouthEnd Dentistry in 2009.

Forefront in Picot's mind was creating a place where patients would feel comfortable and empowered. To help patients understand their oral health and make informed treatment decisions, he supplements strong interpersonal communication with intraoral photos and educational videos. He credits his team for creating a positive and welcoming environment. On his staffing strategy, Picot explains, "One of the biggest things I look for is how they interact with patients. Attitude is everything."

Picot also stays active in organized dentistry and local civic groups. He donated a student locker room to his alma mater, UNC Chapel Hill School of Dentistry, which bears his name. He's a member of various study clubs and has taken courses through the Pankey Institute. He consults for dental supply companies, which has allowed him to think critically about his tools and provide feedback directly to manufacturers.

Whenever the opportunity affords, Picot and his staff volunteer at clinics that offer free services to uninsured and underinsured patients. He's also on the South End Business Advisory Committee and the board of directors for the Charlotte Chamber of Commerce. Being involved in the business side of his community is a point of pride for Picot. "The neighborhood used to be mostly warehouses. It's been very exciting to watch the landscape of South End grow and to be a part of it," he says.

As SouthEnd Dentistry turns 10, Picot is making plans to recruit an associate and expand his practice. He is also looking to expand his knowledge of implant procedures and sleep apnea treatments and to strengthen his work/life balance. Outside of the office, he spends his time traveling internationally, playing saxophone, training in CrossFit and functional fitness, grilling and spending time with his family and friends. ♦



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